

GOVERNMENT OF TELANGANA
ABSTRACT

YAT & C (PMU&T) Department - Tourism Promotion - Participation of Hyderabad Convention Visitors Bureau in International events for promotion of Hyderabad - Sanction of Rs.15,00,000/- (Rupees Fifteen Lakhs Only) - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (T&PMU) DEPARTMENT

G.O.Rt.No. 256

Dated: 19-03-2015
Read the following:-

From the Chief Executive Officer, Hyderabad Convention Visitors Bureau,
Hyderabad, Lr., Dated: 13-03-2015.

ORDER:

Telangana State, particularly Hyderabad has competitive advantage over other Indian States in terms of Medical Tourism and MICE Tourism. The presence of the best airport, convention centre, exhibition facility, hotels on par with the best urban infrastructure, moderate climate and attractive tourist destinations can help position Hyderabad as the most preferred destination for MICE Tourism. In order to promote Hyderabad as a Convention Capital of India, the Tourism Department with the help of industry members has proposed to constitute a Bureau under the title "Hyderabad Convention Visitors Bureau (HCVB)".

2. In the reference read above, the Chief Executive Officer, Hyderabad Convention Visitors Bureau, Hyderabad has submitted the following invoice and requested to make the payment in connection with promotion of Hyderabad:

Sl.No.	Description	Total Value
1.	Towards marketing support Participation at IMEX Frankfurt tradeshow 2014 held on 20-22 May 2014 (Hyderabad stand space and Hyderabad stand design/construction)	Rs.16,00,000/-
2.	Towards Marketing Support. Participation at IMEX America tradeshow 2014 held on 14-16 October, 2014 Las Vegas, America (Hyderabad stand space and Hyderabad stand design / construction)	Rs.6,00,000/-
3.	Towards Marketing Support. Participation at AIME 2015 trade show held on 24-25 February, 2015, Melbourne, Australia (Hyderabad stand)	Rs.2,50,000/-
4.	Towards Marketing Support. Participation at IBTM 2014 trade show held on 3-5- September 2014, Chennai, India (Hyderabad stand)	Rs.1,50,000/-
TOTAL		Rs.26,00,000/-

3. Government after careful examination of the matter hereby sanction an amount of Rs.15,00,000/- (Rupees Fifteen Lakhs Only) to M/s. Hyderabad Convention Visitors Bureau, Hyderabad towards participation of Hyderabad Convention Visitors Bureau in International events as shown at para - 2 above for promotion of Hyderabad and getting the International events to Hyderabad:

(P.T.O)

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4. The amount sanctioned at para - 3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 19-PMU-International Marts / Fairs and Festivals - 500 Other Charges - 503 - Other expenditure”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para - 3 above and disburse the same to M/s. Hyderabad Convention Visitors Bureau, Hyderabad through bank. The following are bank account details:

Bank Name	:	HDFC Bank
Branch	:	Jubilee Hills
Bank A/c. No.	:	2083 145 00 000 47
IFSC Code	:	HDFC 000 2083

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.P. ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT (FAC)**

To
M/s. Hyderabad Convention Visitors Bureau, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, T.S., Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs

//FORWARDED::BY ORDER//

SECTION OFFICER